

[REDACTED]

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**From:** [REDACTED] on behalf of Jane Clemetson  
**Sent:** 31 May 2019 17:33  
**To:** ageappropriatedesign  
**Subject:** Response to the Age Appropriate Design Code Consultation  
**Categories:** Green category

Dear Sir/ Madam,

I am the Commercial Legal Director for Reach Plc. I would like to confirm that Reach fully endorses the submission from the News Media Association and would like to add the following to that submission.

By way of introduction, Reach is the largest national and regional news publisher in the UK. Amongst other titles, it publishes the Daily Mirror, the Daily Express, the Sunday People, the Daily Record, the Daily Star, OK! Magazine and regional titles such as the Manchester Evening News, the Liverpool Echo, the Birmingham Mail and the Bristol Post. Reach has a network of 70 websites which provide 24/7 coverage of news, sport and showbiz stories, with over one billion views every month.

As you will be aware, the newspaper industry is struggling and Reach, along with its fellow publishers, has had to work hard to find ways to fund its print journalism. The monetisation of digital content is a primary support of our business and our strategies to attract as many visitors as possible to our websites will be seriously impaired if we have to obtain age verification. Age verification will be seen by users of our websites as an additional obstacle to viewing our content quickly - additional to having to provide their consent, or otherwise, for the purposes of the GDPR. In any event, our audience is primarily over 18 years of age and our content is not aimed at children. We therefore respectfully request that publishers such as Reach are exempted from the proposed Code.

Kind regards.

Jane Clemetson

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The Reach logo is displayed in a stylized font, with the word "Reach" in orange and a blue and yellow geometric shape to its right.

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